

EXHIBIT 59

Message

From: Sammit Adhya (Google Docs) [comments-noreply@docs.google.com]
Sent: 2/14/2020 10:16:09 AM
To: gregfair@google.com
Subject: (proposal - under... - Martin to check with sthamilton

Sammit Adhya mentioned you in a comment in the following document



(proposal - under review) NEur. GSEC Citizens' dialogue + press

Sin Rastro - varying incognito perceptions Maps Youtube



Martin Loss

Martin to check with sthamilton



Arne de Booij

+sthamilton@google.com +sadhya@google.com

hi Steve and Sammit, we are looking at organizing a press event in NL and SE with a focus on UXR and for that, we need topics where we can a) show the content to journalists so it needs to be a released product and b) the data we collect should be useful so it helps product teams learn about their existing users e.g. we don't want to run research and not use the data for anything.

I was thinking that we could use the Incognito modes in Maps and YT and potentially search to get some data on consistency/inconsistencies between these and/or gather data on misconceptions.

We would run this with the journalists so we could get a "KOF" perspective as well as with 5-6 recruited users in a lab setup.

What do you think about this? If you think the data we could gather here would be useful to Sin Rastro, LMK so we can discuss more.

thanks!

Arne



Steve Hamilton

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Thanks for linking us, I think that this could be extremely valuable! It would be great if they could use Incognito in all of the existing products (Chrome, iGA, Maps, & YouTube) to get a read on the effects of the inconsistencies in terms of usability. To follow-up, I'd like to probe them as to **why** they think these inconsistencies exist, with an emphasis on differences in functionality (e.g., "Why does YouTube log you back into your account after 90 mins, but Maps and Chrome allow you to use Incognito indefinitely?"). Specifically, I want to test the hypothesis that UI and functionality differences lead users (KOFs here) to develop incorrect inferences when they try to create a coherent mental model for Incognito mode.



Martin Loss

Thanks Steve. Just to make sure we are talking about the same audience. We will have both audiences users and journalists included in the participant panel



Steve Hamilton

Ah I see, thank you for clarifying. Both sets of participants would work, I think.



Burton Rast

Don't forget Google Go, which also launched an implementation of Incognito unique to the needs of their audience.



Martin Loss

I added this to the list. Thanks Burton



Arne de Booij

I briefly chatted with +sadhya@google.com and he had some reservations about this - Sammit, please share them here.



Sammit Adhya

New

Hi Folks. Steve, totally agree that would be fantastic research that should definitely be on our research roadmap. Unfortunately I don't think this is the right forum. Actively highlighting where our products don't work like users expect with journalists may lead to more articles that we see almost everyday.

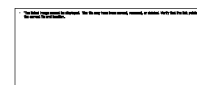
We already know that they will expect more from Incognito than what it actually does. I'm struggling to come up with any research for Incognito that doesn't highlight how broken it is so I'm not comfortable including it here. So sorry, but hope that makes sense. Please holler if you disagree!

+gregfair@google.com as FYI.

Open

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